

II. (A) NUTRITION SERVICES

2021 GOAL: Provide additional funds to Local Agencies that will allow breastfeeding peer counselors to visit local hospitals and other health care providers to assist the medical community in helping the mother to initiate and continue to breastfeed longer.

METHODOLOGY:

1. Provide additional funding from the State Agency (SA) to Local Agencies specifically for breastfeeding peer counselors for increased peer counselor services in hospitals.
2. Promote the importance of breastfeeding to health care professionals targeting pediatric offices & OB-GYNs.
3. Provide training opportunities for the staff and peer counselors on updated breastfeeding promotion, support, and management skills throughout the year.
4. Provide breastfeeding counseling to participants with one-on-one contacts and group class discussion.
5. Promote the importance of breastfeeding to the public through:
 - World Breastfeeding Week (Month) activities in August
 - Continue building the West Virginia Breastfeeding Alliance (WVBA) state coalition
6. Make contact with WIC clients after giving birth in a timely manner to initiate breastfeeding.
7. Educating the importance of exclusive breastfeeding and continued support of breastfeeding in the hospital.

EVALUATION: The WV WIC Program will measure rates of breastfeeding initiation and duration among the WV WIC population using computer-generated reports.

STATUS: Funds were provided for peer counselor hours for counseling, as well as visits to birthing hospitals throughout the State. Initiation and duration reports are created routinely to share with Local Agencies using data from the WV Crossroads system. Initiation and duration rates are seen to be increasing at a higher rate in the areas of West Virginia that have a Baby Friendly hospital. We currently have 5 Baby Friendly hospitals – Berkeley Medical Center (Shenandoah Valley WIC), Monongalia General Hospital in Morgantown (Monongalia WIC), St Mary’s in Huntington (Valley Health WIC), Stonewall Jackson Memorial Hospital in Weston (Randolph-Elkins WIC) and United Health Care in Bridgeport (Monongalia WIC). During the beginning of FY2020, Ohio Valley Medical Center (a previous Baby Friendly hospital) closed and this loss of this hospital has created a gap in medical care including breastfeeding support.

This goal is ongoing and will be continued in FY2021 to help increase breastfeeding rates in the State as well as educating the community about the importance of breastfeeding. For calendar year 2019 initiation was 55.47% and duration was 25.24%. Duration increased from 22.1% in 2018 while initiation increased from 54.81%. Projections or target rates for calendar year 2020 are 56.20% and 26.80% for initiation and duration rates respectively.

II. (B). NUTRITION SERVICES

2021 GOAL: To educate families on the 2020 WIC food list choices and ways to utilize those foods.

METHODOLOGY: Provide WIC participants access to education, tools, information and support for knowledge on new food list and behavior change. Collaborate with like-minded, creative partners with similar goals.

EVALUATION: Local Agencies submit a Nutrition Education Plan for their agency. The Plan is reviewed and approved by the State Nutrition Education Coordinator. Progress is monitored by the State Nutrition Education Coordinator. The West Virginia WIC Program will work with partners, the USDA, and the NWA to provide nutrition education materials, information, ideas, and recipes to be distributed to WIC participants.

STATUS: Local Agencies submit a Nutrition Education Plan for their agency. The Plan is reviewed and approved by the State Nutrition Coordinator. The annual Nutrition Education Plan and mid-year progress report will be reviewed to determine if and how the methodology was implemented in Local Agencies.

This goal is completed for FY2020 and will be continued for FY2021.

II. (C). NUTRITION SERVICES

2021 GOAL: The SA will have at least one of the three Local Agencies reapply for the Loving Support Awards.

METHODOLOGY: Each Local Agency will be encouraged to apply for the Loving Support Awards, while at least two agencies complete the application process.

EVALUATION: All eight Local Agencies have received the Loving Support award. Mid-Ohio Valley applied for the Loving Support award in 2018 and received the award in 2019. Randolph-Elkins applied for 2019 Loving Support award and will be receiving the award in the Fall of 2020.

STATUS: During FY2021, four of the Local Agencies will be able to apply for the Loving Support award. They include: Central, Monongalia, TSN and Valley Health.

This goal is completed and will be ongoing for FY2021.

II. (D). NUTRITION SERVICES

2021 GOAL: Collaborate with local health providers on breastfeeding promotion needs via American College of Obstetricians and Gynecologists (ACOG) prescription pad and rebranded infant feeding materials to be provided during FY2021.

METHODOLOGY: 1. Local agency Breastfeeding Coordinator will visit local community OB/GYN's to gather input for the WV ACOG prescription pad.
a. Referral sources will be customized for the 8 local agencies.
b. Pads will be printed and distributed to local agency OB/GYN's, Family Practice and General Practice Physicians.

EVALUATION: The ACOG Prescription pad was completed during FY2020 but not distributed due to short staffing at the State Agency. Also, the materials are to be provided as a packet with infant feeding materials that were not printed during FY2020. The materials are working their way through the approval process and is expected to be printed and distributed in FY2021.

This goal is ongoing for FY2021.

II. (E). NUTRITION SERVICES

2019 GOAL: Local agencies will implement Pacify statewide by December 30, 2019.

2021 GOAL: Local agencies will continue to enroll WIC participants in Pacify through September 30, 2021.

METHODOLOGY:

1. Each local agency will receive ongoing training, as needed, from Pacify concerning use, relevance, and implementation of the app.
2. Each local agency will train staff and participants to use and implement the Pacify app.
3. Training on Pacify will be provided to all new staff within three months of working in local agency.
4. Staff will maintain and receive updated training on changes in Pacify as necessary.

EVALUATION:

1. State agency was able to complete a contract with Pacify through August 31, 2020 and is working on a new contract which allows renewals to take effect on September 1, 2020.
2. State agency will maintain and review training logs to ensure all local agency staff are trained and using Pacify appropriately.
3. Pacify training will be added to local agency training protocols by March 31, 2021.
4. Pacify reports will be used to monitor usage of the smartphone app and link to breastfeeding rates in West Virginia.

STATUS: **This goal was accomplished in FY2020 as Pacify began providing services to participants in West Virginia on January 2, 2020. Enrollment of WIC participants will be ongoing for FY2021.**

II. (F). NUTRITION SERVICES

2019 GOAL: **Make Your Plate MyPlate** - Increase knowledge on ways to incorporate the new WIC foods in relation to the MyPlate food plan. (October 2018 through March 2019).

- METHODOLOGY:**
1. State agency will review local agency materials request and place orders with appropriate nutrition education vendors. Materials will be received and distributed to local agencies before October 1, 2018.
 2. Nutrition Education Liaisons will have submitted the 2019 Nutrition Education Plan and Evaluation to State Agency with two state goals and optional one local goal for FY 2019.
 3. By October 1, 2018 Local agency staff will use bulletin boards/displays which encourage the new WIC foods in relation to the MyPlate food plan.
 4. Local agency staff, on October 1, 2018 will use state and local agency developed and/or purchased education materials, including posters, handouts, DVD's, recipes and other materials which encourage the new WIC foods in relation to the MyPlate food plan.
 5. Nutritionists will facilitate discussions with clients about the new WIC foods in relation to the MyPlate food plan utilizing new Shopping Guide, purchased and locally developed nutrition education materials.

EVALUATION: **This goal was completed by the local agencies on September 30, 2019.**

II. (G). NUTRITION SERVICES

2019 GOAL: **Count Your Colors** - Increase purchases of a variety of fruits and vegetables by WIC families and expand the knowledge on the health benefits of colorful fruits and vegetables. (October 2018 through September 2019).

METHODOLOGY:

1. State agency will review local agency materials request and place orders with appropriate nutrition education vendors. Materials will be received and distributed to local agencies before October 1, 2018.
2. Local agency will use bulletin boards/displays/posters which emphasize the variety of fruits and vegetables with a specific focus on one fruit and one vegetable each month.
3. Local agency will use state and local agency developed and/or purchased education materials, including posters, bulletin boards, handouts, DVD's, recipes and other materials which focus on one fruit and vegetable each month.
4. Nutritionists will facilitate discussions with clients about the health benefits of colorful fruits and vegetables.

EVALUATION: **This goal was completed on September 30, 2019.**

II. (H). NUTRITION SERVICES

2021 GOAL: For October 1, 2020 through September 30, 2021, offer to all parents/caregivers of infants, an individualized discussion concerning new infant feeding practices including breastfeeding support and education.

- METHODOLOGY:**
1. During FY2021, parents/caregivers will be offered new information from USDA Infant Feeding Guide on baby-led weaning, introduction of complementary foods and breastfeeding support.
 2. During FY2021, the SA will develop packet of materials for local providers concerning WIC focus on nutrition education and breastfeeding of infants. Packet to potentially include: letter from the State WIC Director (describing nutritious foods offered through WIC and the changes in nutrition education and breastfeeding support based on USDA Infant Feeding Guide) and a sample of handouts available to parents/caregivers.
 3. Infant nutrition materials from Brush Art have been revised with new branding and updates and is working through the review process with an expected printing in the Fall of 2020.
 4. Infant nutrition materials from other reputable nutrition companies will be approved by the local agency Nutrition Education Liaisons by July 31, 2020 and provided to parents/caregivers in the Fall of 2020.
 5. New breastfeeding handout will be developed in conjunction with VisualZ to go with new WV Breastfeeding Banner. Handout will focus on the main points from banner (front) and troubleshooting breastfeeding (back).
 6. By September 30, 2020, a letter will be drafted and approved by the State WIC Director for inclusion in WIC packets for Local Agency staff to connect with local providers.
 7. Packets of new infant nutrition and breastfeeding feeding support will be available for local agencies by November 30, 2020.

EVALUATION: **This goal was not accomplished in FY2020 and will be continued during FY2021.**

II. (I). NUTRITION SERVICES

2021 GOAL: For October 1, 2020 through March 31, 2021, offer to all parents/caregivers suggestions for quick and easy weeknight meals using WIC food categories.

METHODOLOGY:

1. Beginning October 1, 2020, parents/caregivers will be offered counseling concerning the monthly WIC food category topic provided on bulletin boards and new handout.
2. By September 30, 2020 a new handout will be designed by the SA and local Nutrition Education Liaisons concerning the following WIC food categories covered each month by NWA calendar: milk, eggs, beans, fish, fruits, cheese, yogurt, whole grains (twice), cereal, vegetables and peanut butter.
3. By September 30, 2020, Local Agencies will have access to new handouts and NWA calendars to focus on a WIC food category each month.
4. By September 30, 2021, local agencies will complete nutrition education of Quick and Easy Foods with focus on WIC and NWA calendar.

EVALUATION: **This goal was not accomplished during FY2020 and will be continued during FY2021.**

II. (J). NUTRITION SERVICES

2021 GOAL: During FY2021, the Local Agency Breastfeeding Coordinators and the SA Interim Breastfeeding Coordinator, will train all local and state staff on Level 1 of the new breastfeeding training. Levels 2 – 4 will be offered to appropriate staff when Level 1 Training is complete.

METHODOLOGY:

1. State and local agency staff attended MARO Breastfeeding Training on June 11-13, 2019.
2. Attendees will develop training plan and calendar to provide Level 1 training to all state and local agency when the training materials are available to the state.
3. Attendees will provide and complete Level 1 Breastfeeding Training by the end of FY2021.

EVALUATION: **This goal was not accomplished during FY2020 as the curriculum has not yet been released. This goal will be continued for FY2021.**